

WINE TOURISM AS A FACTOR IN THE REVITALIZATION OF RURAL SETTLEMENTS RAJAC AND ROGLJEVO

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***Abstract:** There are several wine regions in Serbia which are appropriate for wine tourism as a special part of tourism. One of them is Negotin's wine region in which we have settlements Rajac and Rogljevo. In the vicinity of the villages Rogljeva and Rajac, from the eighteenth to the mid-thirties of the twentieth century, there were built the facilities for producing and storing wine, which represent a unique cultural value. Their restoration, construction of new vine planting, educating the local population in the area of providing services to visitors and to improve community infrastructure necessary to make brewery, became even more attractive tourist destination. Depopulation processes are imposed as a real problem, so as to facilitate travel by activating brewery and revitalization of the Timoks villages.*

Research included four target groups such as: population that uses the brewery as a travel motive, population of Rajac and Rogljevo who didn't take a part in tourism, Touristic organization of Municipality Negotin and the last one are tourists who visited breweries of Rajac and Rogljevo. For collection of this data's, it was used a questionnaire. Test results are presented descriptively, graphically and in tables, SWOT analysis of wine tourism development in these settlements. It was stated that the brewery should be defined strategically integrated whole, with a particular image, because integrity can meet the demands of tourists. For this purpose it is necessary to solve many problems, adjusting the positions of different subjects.

***Keywords:** pimnice, wine tourism, Rajac, Rogljevo*

Introduction

The tendency to seek specific places and new forms of tourism product presentation has inspired the offer based on viticulture and wine production. Selling wine to visitors is the basis of business success of many small wineries, so that the term wine tourism is used by both,

viticulture (wine production) and tourism, where both participate in the regional economy, surroundings and lifestyle (Hall et al., 2000). Wine tourism includes the processes, phenomena and relationships arising from the visitors' interest for the production and consumption of wine, as well as lifestyle, culture and tradition of vineyards. Jago, Issaverdis and Graham (2000) find that wine and its connection with food provides valuable image of the regional culture and potentially contributes to an increase in tourist spending. Getz and Brown (2006) argue that wine tourism is a form of consumer behaviour, a strategy used by destination to connect wine with the market, the marketing opportunity for wine cellars to sell their products directly to consumers. The studies of wine tourism explore: cultural and historical context of the wine region (Frochot, 2000), familiarization with production methods (Charters, 2006), education (Ali-Knight, Charters, 1999), the sense of authenticity (Charters et al., 2009).

Wine tourism is typical of Tuscany in Italy, Champagne, Burgundy and Bordeaux in France, the Rhineland in Germany, Burgenland in Austria, and California in the United States. Wine tour through Champagne is sophisticated, with well-organized wine tasting and restaurant specialties. Wine tours in Chile and Argentina include a visit to the properties Tarapacá in the Andes, Concha and Toro in the vicinity of Santiago, with traditional music and dance. During the last decade a combination of wine tasting and other catering facilities available in wine cellars in New Zealand have contributed to the increase in visits to wine cellars (Fraser et al., 2008).

In order to popularize wine tourism in Serbia the project "Wine Routes" is realized. "Wine Routes" is a special form of sales of wine, hospitality, tourism and agricultural products of a wine region. Opening the wine roads provides creative and quick revival and refinement of Serbian tourism offer, considering that in a dozen of wine-growing regions, it is possible to establish wine tourism as a special form of tourism along with refinement and education. One of the wine paths is Negotin, which covers wine offer in wine cellars "Vino Grade" in Rogljevo, Ivanović in Smedovac and Rogljevo, winery in Rajac and cellar Bogdanović in Rajac.

Experts from the Institute for the Protection of Cultural Monuments use the term 'pivnice' – *wine cellars* or *wineries* in English, while the local population uses the term 'pimnice'. In this paper the term *wine cellar* is used to denote not only the place where wine is made and stored, but also the room for wine tasting and various gatherings of locals and tourists.

Research methodology

The survey was conducted in order to gain knowledge how to offer a tourism product to the market, how to recognize the interest of all offer participants and how to provide a unified operation of all development elements through partnerships, by elaboration of economic, environmental and social objectives.

Methodological studies have been carried out through contact with interested stakeholders, which resulted in the creation of objective prerequisites of tourism in Rajac and Rogljevo wine cellars based on quantitative and qualitative results. As a basic technique for data collection a questionnaire was used, i.e. poll, so that the Delphi method is applied. This method is aimed at examining the correlation of different attitudes in different segments, as well as the interdependence of needs and services. The research covered the following target groups: residents of these settlements that use wine cellars as tourism motives, the population of Rajac and Rogljevo who is not engaged in tourism based on wine cellars as a tourist value, Tourist Organization of Negotin Municipality, tourists who visited Rajac and Rogljevo wine cellars. The questionnaires contain general and specific questions for each of the target groups. In this way, each of the target groups, i.e. respondent, issued an opinion on the elements of the tourism offer in wine cellars, and their surroundings. This type of poll research does not have a determined minimum number of participants, but it focuses on the analysis of different attitudes.

Geographical features of villages Rajac and Rogljevo

The village Rajac is situated in the valley of the lower Timok, on the left bank of the river, 22 km south of Negotin, next to the railway Prahovo-Niš. Rajac is located between the villages Tamnič, Zlokuće, Crnomasnica, Smedovac and Rogljevo. The village Rajac has an area of 12.9 km², sloping from north to south and from west to east.

The alluvial plain with terraces at Rajac, above which there is a plateau with beams, features the relief of this rural settlement. The altitude of the plateau is from 53 m to 245 m. The villages Rajac and Rogljevo are sheltered from the winds with flattened beams Beli Breg and Rujevica and plateaus on the right bank of the Timok. The geographical position, arid climate with a lot of sunny days and pedological composition are natural predispositions for growing the best sorts of grape vines in the villages Rajac and Rogljevo. The number of

sunny days in Rajac is 265 per year, which is favourable for grape vines, as well as Sarmatian Sandstone on which it grows.

Research has shown that the village Rajac existed in the fifteenth century. It was mentioned in 1530/31 as the settlement Orašac. Later it was noted as "an empty place" Rajaz (on Lanter's map at the beginning of the eighteenth century), and then as a settlement. Changes in the number of inhabitants can be traced back from the first half of the sixteenth century, with constant increase until the First World War. The reduction of the number of residents is evident after 1961 as a result of the low birth rate, which was most affected by economic-social factors. This is supported by the statements of the surveyed local population: "Everything is being emptied. Young people have gone. The old are sick and they are dying ... There is nobody to take care. All is overgrown with weeds. Vineyards are disappearing..."

The tradition of growing vine in Rajac and Rogljevo viticultural regions is old, proven by archaeological finds from the Classic Era, and confirmed by the medieval toponyms. Grape vines have been grown in the surrounding of Negotin from the third century. Statistics from 1737 shows that relatively large areas of arable land were covered with vineyards (Maslovarić, 1969). Indigenous people were engaged in viticulture in the Middle Ages, and this tradition was continued by immigrants from Kosovo. Wines from Krajina were awarded in Bordeaux in 1882, at an exhibition in Paris in 1890; on the Balkan wine exhibition in London in 1907 the wines from the village Rajac received bronze medals (Žikić R., Žikić J., 2001). More intensive cultivation of grape vine started after liberation from the Turks in 1833, and its rise lasted until 1886 when phylloxera destroyed the vineyards. From 1897 the vineyards were being renewed. In the interwar period and after the Second World War three wine cellars were built in Rajac and Rogljevo.

The sorts of grape Začinak, Skadarka, Drenak, and Bagrina were grown in Rajac until the phylloxera emergence, after the renovation of vineyards – Smederevka, Tamnjanika, Prokupac and Bagrina. After the Second World War black grape sorts, Game and Vranac were favoured, and from the 1980's white grape sorts – Rhyne Riesling, Muscat Ottonel, Bouvier, White Burgundy, Sémillon, Italian Riesling, Smederevka and Župljanka were grown (Žikić, Đorđević, 1999). Negotin wine-growing area is unique for its sort Black Tamnjanika, whose quality and yields stand out compared to other wine-growing areas. Rajac wine-growing area has about 80 hectares of vineyards, but this is less than 350, as it had at the beginning of the last century. In grape processing wine growers use the traditional method, clean barrels

that last for one hundred years, natural yeasts from the surface of grape and ripening of wine without temperature control in stable climatic conditions (Đorđević-Milošević, Milovanović, 2012).

Rogljevo settlement is located in the lower flow of the Veliki Timok, 18 km south of Negotin, by the railroad Niš-Prahovo. At the air distance Rogljevo is 3 km away from the border with Bulgaria. The village area is located between the settlements Mokranj, Smedovac, Rajac and Veljkovo on the left bank, and Kovilovo on the right bank of the Timok. Rogljevo is in the valley of the stream with the same name, at an altitude of 61 m.

In order to provide a better wine export to foreign markets, in 1933 Viticultural Cooperative was founded in Rogljevo, under the name of Hajduk Veljko, whose members were winegrowers from Rajac, Rogljevo, Smedovac and Veljkovo. In the late nineteenth century grapes and wine were exported to Austria-Hungary, France, Germany, Switzerland, Romania, later in Slovenia and Croatia.

The development of the villages Rajac and Rogljevo has imposed environmental problems. The issue of irrigation is not resolved. Stream waterways are polluted by throwing garbage, especially during the summer when the water level is low (Žikić, 1997). Negligence of tourists is usually the reason for the large number of illegal dumps.

Wine cellars as a basis for the development of wine tourism

For these settlements special significance have stone wine cellars, whose construction started in the 1860's. Wine cellars were built near the vineyards, which housed barrels, casks, tools and where wine was kept. These facilities were dug into the ground, with small windows on the back side; they were used for processing grapes into wine and brandy. Census in 1863 showed that some households in Rajac had two or three wine cellars. Between the two world wars and after the Second World War, during the autumn and a part of winter, they were the villagers' meeting places. Today only families that have a workforce can maintain vineyards, and such families are not numerous in Rajac; thus, vineyards are cleared and converted into arable land or grapes are sold as raw material.

Wine cellars built in the second half of the eighteenth and early nineteenth centuries were of poor materials. Stone wine cellars were built in the second half of the nineteenth century. For the construction of a wine cellar oak tree was first used, then mud and straw, and since

1860 sandstone and brick. Wine cellars were built by craftsmen from Macedonia, among whom Master Kosta excelled. Rajac wine cellars have plastic façade decoration and hinged doors; they are arched over with a bordure above the arch, unlike Rogljevo having a panel. The interior of the wine hall is one-piece, with the floor below street level, in order to maintain a uniform temperature.

In the vicinity of Rajac wine cellars there is a cemetery set up two hundred years ago. Floral elements, engraved iconic symbols and monuments in the form of a cross, make this monument complex unique. Monuments do not contain texts and anthropomorphic images, but motives such as circle, half circle, rosette, crescent, tree, triangle, cross, representing the symbols of the lunar and solar circuit (Žikić, Đorđević, 1999).

From 1859 to 1890 the largest number of the wine cellars was built in Rogljevo. In Rogljevo wine cellars there were two butchers, two bakers and one café. The grape vintage is a traditional ceremony, which began on Holy Cross, 27th September, regardless of whether the grapes are ripe or not. Then the guests were received and the whole village went to wine cellars. After the vintage the wine fermented, and then it was transported to Radujevac by bullock cart and since 1889 by the railway connecting Zaječar and Radujevac.

The conditions in wine cellars are poor, because many of them are abandoned and exposed to deterioration. Wine growers' descendants are renewing wine cellars. Many of them were sold; they serve its original purpose, but are not activated for tourism. Wine cellar recovering has to be done with authentic materials and manner of construction; interior design should be arranged for the reception, accommodation and catering for visitors. Stimulating state credit and tax measures may enable interested households to plant new vineyards and to become educated for standardization and quality wine packaging.

Richer contents of stay can be achieved by involving guests in the cultivation of vineyards, vintage and crushing of the grapes, making wine, preparing traditional dishes, handicrafts, customs. Guests should be provided with trips to immediate surroundings, in order to familiarize with other tourism values: hydroelectric plants Iron Gate 1 and Iron Gate 2, stone gates in Vratna, hunting reserves on the mountain Deli Jovan, Alija and Vratna, the imperial palaces in Gamzigrad and Šarkamen, monasteries Bukovo and Vratna, Negotin. At the time of "Mokranjac days" in Negotin, cultural and tourism event "Rogljevo Vintage" is held in Rogljevo where visitors can get acquainted with the local customs and viticultural festivities (Žikić et al., 2003).

Wine cellars in Rajac, Rogljevo and Štubik are categorized as spatial cultural-historical entities of great importance, which affects their tourism value. Conservation works have not been performed, and the increase of public interest in these facilities threatens the integrity of the unit which can have negative consequences without modern protection. Wine cellars are exposed to arbitrary changes, so that only conservation work can solve the sustainability of these entities in their original condition (Marković et al., 2007).

Tourism is neither the main activity nor the predominant source of income of the villagers in Rajac and Rogljevo traditionally engaged in viticulture and wine production. We can taste and buy wine, eat and spend the night in wine cellars. The project "Rural and Agro Tourism in Agricultural Households" contributes the development of tourism in this area owing to which the household of Miroslav Karamančić from Rajac was awarded ECEAT International Certificate. The restaurant serves local specialties, visitors can prepare food, and the service of overnight stay is also in the offer.

Results of the survey on the local population engaged in tourism through wine cellars

Seven residents of Rajac and six residents of Rogljevo took part in the poll, which is the majority of the total number of people involved in tourism in the wine cellars. When asked, "Since when has the household been involved in tourism?" in Rogljevo 80% of respondents answered "For 3 to 4 years", 10% was engaged in tourism for a year, while 10% of the population are preparing wine cellars for tourism activation.

In Rajac village the population is much longer involved in tourism, as indicated by the following data: 70% over 15 years (two respondents have been in this business for 25 and 30 years), 20% from 10 to 15 years, and 10% less than 10 years. Longer tradition of tourism in Rajac than in Rogljevo caused a greater degree of promotion of this wine-growing village. When asked how many members are involved in providing services for tourists, residents of both villages answered that all family members are engaged as needed.

The questions related to gender and age structure show that men are engaged in tourism in a larger number than women, and as far as the age structure is concerned it is interesting that engagement in tourism is generational (90% of the oldest members are dealing with tourism, but also their children and grandchildren). To the question of whether

tourism is a basic or additional activity in 90% of the cases the respondents answer that it is supplemental, while 10% said that it is basic.

The questions related to the cooperation with municipality and tourism organization, mostly had negative responses, which means that the stimulus of municipal authorities for dealing with tourism in the village Rogljevo does not exist, while in the village of Rajac, only one answer was positive. The cooperation with municipal tourism organization is also bad. The responses of the residents in the village Rogljevo are negative: there is no cooperation, the organization boycotts them, organization of events is prohibited, and Rajac is promoted more. In the Rajac village the answers are negative in 90% of cases, while 10% of respondents say that the cooperation is solid.

There is the cooperation with the Institute for Protection of Cultural Monuments and 50% of the respondents claim that it is significant (the Institute provides old clay roof tiles), while 50% say that the main problem is prohibition to change the authentic appearance of wine cellars, as well as the lack of support in their decoration.

The promotion of wine cellars is inadequate, especially in Rogljevo. The only promotion is carried out by visitors, as well as through catalogues that locals make themselves. There are very few television shows, and websites are badly organized. There are no guidelines for the provision of services in tourism in these villages, while records of tourist arrivals are kept by 70% of the residents engaged in tourism independently, for their own purposes. Some respondents listed only eminent guests.

To the question who organizes the departure of visitors to tourist motives in the surroundings and whether the visits to wine cellars and other attractions are connected, in 100% cases the answer is exclusive: there are no organized visits and the visits are not connected.

Results of the survey on the local population not engaged in tourism through wine cellars

Fifteen residents of Rajac and fifteen residents of Rogljevo were interviewed for the analysis of the responses of the above mentioned target groups. The responses were similar in both settlements. Local residents in 80% of cases are not informed about tourism in wine cellars. According to the opinion of 90% of respondents, the members of local community do not include households in tourism. To the

question if the rest of population joins the households that provide tourism services, 85% of respondents answered positively, 5% negatively, and 10% did not respond.

Answers to the questions related to the development of tourism are mostly positive, but in the opinion of 50% of the respondents tourism would bring the benefit only to those who are engaged in it. To the question if the changes in the arrangement and infrastructure of the village are apparent, 80% of respondents said that there were no changes, 10% that the state of infrastructure is increasingly deteriorating, and 10% think the area next to the wine cellars is cleaner, but it is much dirtier in the villages. To the question how much municipal authorities participate in the changes of the village, the answers are such that 80% of respondents believe that the municipality does not participate in them, 15% do not know the answer, 5% that the municipality has a share in the changes in the arrangement of villages.

To the question how tourists treat their surrounding and local population the responses were divided: 50% say that they pollute the environment and do not pay attention to the population, 50% claim that their relationship is correct. Among tourist motives which should be recommended to tourists they stand out: Zlot caves, Iron Gate, Lovište and Mokranj rocks; 20% of the respondents recommend only a visit to wine cellars and their closer surrounding.

The questions related to environmental issues elicited similar responses. The lack of sewerage network and water supply are evident in wine cellars, the public toilet near wine cellars is unfinished; the roads as well as traffic connection are bad; there is a large number of illegal dumps, etc.

The role and importance of the Tourist Organization of Negotin in tourism development in Rajac and Rogljevo wine cellars

In order to analyze the role and importance in the development of tourism in Rajac and Rogljevo wine cellars that Tourist Organization of Negotin has, the answers to the questions were given by the director. The Tourist Organization of Negotin Municipality encourages the development of tourism in the wine cellars through the following activities: creating promotional materials via mass media, events, categorization of rural households in the vicinity of wine cellars and educating the population to work in tourism. The preparation of general regulation plan of the area and infrastructural projects are in progress.

Tourist publicity of wine cellars is carried out on the fairs of tourism, wine, plum brandy (rakia); a significant number of broadcasts is done on the wine cellars; Tourism Organization creates travel itineraries which are then sent to travel agencies. Events in wine cellars are well covered by local and regional media. The fact that the municipality insufficiently stimulates economic activities that directly or indirectly affect tourism in wine cellars occurs as one of the problems. In the wine cellars there is no visitor centre or info desk and they are exclusively private ownership; thus, it is difficult to keep track on the number of visitors. The restaurants in wine cellars and categorized rural households have the data on the number of arrivals and overnight stays. Protection measures are not implemented in wine cellars, because the decisions and orders sent by the Institute for Monument Conservation to Construction Inspectorate are not respected. The Tourist Organization of Negotin Municipality focuses on the following tourism attractions in the nearby wine cellars in Rajac and Rogljevo: Mokranj rocks, the city Negotin with its tourism values, a visit to the vineyards in the vicinity. The listed tourism attractions can be connected to the wine cellars in an integrated tourism offer in this area.

The results of tourist survey on wine cellars in Rogljevo and Rajac and tourism values in their surroundings

Within this target group 39 tourists of different age and gender were interviewed. Rajac wine cellars are better visited compared to Rogljevo, so that the largest number of tourists visited only Rajac wine cellars. Most of the respondents answered that they found out about wine cellars from friends and from the media. Younger population found out about the wine cellars mainly from a friend, the older population got the first information from the media.

Table 1. Method of information on tourist visits to wine cellars

From the lecturers at the faculty	Information that there are organized visits to the wine cellars	Respondents were informed thanks to the media	Respondents live in the vicinity of wine cellars	Information on the wine cellars from friends
7,70%	10,30%	33,30%	12,80%	35,90%

Source: authors, based on research

The most common source of information about wine cellars are private contacts of the respondents, then the media, the fact that the wine cellars are in the local surrounding to some respondents and information on organized visits.

When asked what they think about the tourism publicity for wine cellars and tourism motives in their surroundings, 87.2% of the surveyed tourists responded that the propaganda is weak, which imposes the need for stronger engagement of all stakeholders in tourism.

The respondents' opinions on the arrangement of space in which wine cellars are located 33.3% consider that the arrangement is on an unsatisfactory level, 28.2% that it should be done more on the arrangement of space in which the wine cellars are situated.

Table 2. Arrangement of the space where wine cellars are placed

It is being decorated	Natural surrounding is attractive	There is a considerable amount of waste next to wine cellars	Arrangement is unsatisfactory	It could be done more for the arrangement	The arrangement of space is at a satisfactory level
2,60%	5,10%	2,60%	33,30%	28,20%	28,20%

Source: authors, based on research

The largest number of survey respondents believes that the arrangement of wine cellars is inadequate, and there is an equal number of those who think that the arrangement of wine cellars and their surrounding is satisfactory, and those who believe that it should be done more in terms of infrastructure planning.

The heterogeneity of responses to the question concerning the motives for visiting wine cellars points to different ways in which tourists express the need to travel based on cultural, educational and professional basis.

Table 3. Motivation for visiting wine cellars

Business reasons	Organized professional trip	The desire to familiarize with tourism motives of Serbia	Curiosity	Wine and vacation	Visiting friends who showed wine cellars
5,10%	7,70%	23,10%	17,90%	35,90%	10,30%

Source: authors, based on research

The vacation and desire to taste wine is the strongest motive for visiting wine cellars, then the desire to be familiar with the values of tourism in Serbia and curiosity. The interviewed visitors to wine cellars are from Užice, Šabac, Belgrade, Vrnjačka Banja, Zaječar, Sevojno, Priboj, Negotin, Ljig, Bar, which indicates that the contractive and dispersive zones are of national significance.

When asked what the opinion of the interviewed tourists is about tourism-catering contents in the wine cellars, 71.8% answered that there are little contents in relation to the total number of wine cellars.

Table 4. Tourism-hospitality contents in wine cellars

Contents are well designed	Number of contents increases	Contents do not exist	An explicit opinion on this issue does not exist	There are few contents in relation to the total number of wine cellars	Restaurants are not necessary
5,10%	2,60%	5,10%	12,80%	71,80%	2.60%

Source: authors, based on research

The largest number of respondents thinks that the tourism-hospitality contents in wine cellars are not well designed. Answers to the question of the inclusion of local community members in tourism in wine cellars show that 43.6% of the respondents believe that it is necessary to involve not only locals, but also wider community, 23.0% do not have any opinion, 17.9% that more active involvement of all stakeholders is necessary. A smaller number of respondents believe that these are villages inhabited by elderly people, thus hiring locals cannot be expected. They think that a small number of households is involved in the tourism offer, and that tourism should include only those who are interested in it. Their opinion is also that villagers are not sufficiently informed about the possibilities for tourism development and that the lack of material resources for independent investments is evident.

Potentials and constraints for tourism development

Information that is presented in the SWOT matrix of a tourism destination is particularly important for the process of planning and tourism development of an area. Such an analysis is the result of studious approach and attitude research in the field and points to all the strong and weak points of the development of wine tourism in Rajac and Rogljevo, as well as the opportunities and threats from the surroundings.

Table 5. SWOT analysis of the tourism in Rajac and Rogljevo villages

Strengths	Weaknesses
<ul style="list-style-type: none"> - Vicinity of the state border and border crossing with Bulgaria; - Spatial cultural-historical entities of great importance; - Tradition in grapevine cultivation and wine production; - Hospitality of the population; - Willingness of the population to sell products to tourists; - Authentic traditional architecture; - Cultural and natural motifs in the closer and wider surroundings; - Relatively preserved elements of the environmental quality; - Natural and man-made attractions of specific features; - Landscape values. 	<ul style="list-style-type: none"> - Lack of infrastructural facilities; - Aging population; - poor quality of roads; - Problems of water supply and wastewater; - Lack of locals' education for engagement in viticulture and tourism; - Inadequate linkage of wine cellars with natural and cultural potentials in the surrounding; - Poor cooperation of the population with the municipal tourism organization; - Poorly equipped accommodation and service capacities; - Insufficient marketing campaign.
Opportunities	Threats
<ul style="list-style-type: none"> - Development of wine and rural tourism; - Organizing traditional events with the contents that preserve and affirm local ethno-cultural values; - Presentation of the grape products; - Foreign investments and donations; - Integral connecting of Rajac and Rogljevo settlements in the development of wine tourism; - Development of small wineries, in compliance with the requirements of the market; - Connecting viticulture, winemaking, tourism, craft-service industries; - Locating new plantings on the surfaces that are suitable for grapevine growing; - Granting loans for the purchase of vessels for wine production; - Interest pooling of winegrowers, better organized purchase of grapes and products from grapes. 	<ul style="list-style-type: none"> - Unstable political situation; - Economic crisis; - Continued depopulation process can result in further reduction in the critical mass of population to initiate development; - The absence of specific programmes that could attract capital; - Outflow of young population few in number.

Source: authors, based on research

The development of wine tourism in rural settlements Rajac and Rogljevo is conditioned by the possibilities of life development and improvement. Radical social measures are necessary for the solution of demographic problems: stimulating young people to remain in the country, investing in infrastructure, cultural and health facilities. "Wine Routes of Serbia" would contribute to the improvement of the quality of wine and would be reflected favourably on the manufacturers' standard with simultaneous enrichment of tourism offer. Professional development of producers and high quality of wine are the basis for good reputation of the project "Wine Routes of Serbia". The essence of the project is not only an enjoyable tourism-hospitality experience, but aims to the improvement of wine quality, because everything else depends on the quality.

Conclusion

Rajac and Rogljevo wine cellars should be strategically defined integrated wholes, with a particular image, which takes into account relevant factors, with distinctive, unique offer, formed in respect with general and specific trends in the tourism market. Tourism Organization of Negotin should be the main carrier and integrator of tourism development in this region. Better quality promotion and much better infrastructure is needed, and the fact should not be ignored that viticulture and wine production require a significant degree of culture and that wine cellars do not have function without viticulture.

The imbalance of stimulation and uneven tradition of wine tourism in Rajac and Rogljevo represents not only a problem, but also a motive for wine cellars, each for itself and as a whole, to perform more adequately at the tourism market in competitive conditions. Lack of cooperation among local population on one side and Municipal Tourism Organization and the Institute for Cultural Monuments Protection on the other side is an evident problem, because their attitudes and responses differ. Also, the problem is the fact that the locals do not respect the principles of work of the Institute for Cultural Monuments Protection, based on preserving architectural authenticity of wine cellars. Uncontrolled tourism development in wine cellars with disrespect of desires and abilities of all stakeholders could result that ambient units as tourism motives are forgotten over time. SWOT analysis showed that although there are weaknesses, there are many possibilities for the tourism development in wine cellars.

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